

DAFTAR PUSTAKA

- Aaker, D. A., & Joachimsthaler, E. (2000). *Brand leadership*. 351.
- Aprilia, H., & Farid, R. (2022). Perancangan Brand Identity dan Kemasan Lilypads. *Jurnal Visual Ideas*, 2(2). <https://www.behance.net/emilieseguin>
- Branding / American Marketing Association*. (n.d.). Retrieved March 6, 2023, from <https://www.ama.org/topics/branding/>
- Davison, R. M., Martinsons, M. G., & Kock, N. (2004). Principles of canonical action research. *Info Systems J*, 14, 65–86. <http://www.m-w.com>
- De Chernatony, L., San, P., San, D., Singapore, F., & Tokyo, S. (2010). *From Brand Vision to Brand Evaluation The Strategic Process of Growing and Strengthening Brands Third edition Butterworth-Heinemann is an imprint of Elsevier*. <http://books.elsevier.com>
- Dewa, I., Agus Mahardikayana, G., Kumala Dewi, A., Desi, N. L., Sari, I. D., Komunikasi, D., Rupa, S., & Desain, D. (2023). *Perancangan Ulang Logo Tuksedo Studio di Gianyar Sebagai Sarana Untuk Meningkatkan Brand Awareness* (Vol. 4, Issue 1).
- Gupta, S., Gallear, D., Rudd, J., & Foroudi, P. (2020). The impact of brand value on brand competitiveness. *Journal of Business Research*, 112, 210–222. <https://doi.org/10.1016/J.JBUSRES.2020.02.033>
- Hasanah, M., & Juliana, N. (2021). Digital Marketing a Marketing Strategy for UMKM Products in The Digital Era. *The Kalimantan Social Studies Journal*, 3(1), 2716–2346. <https://doi.org/10.20527/kss>
- Herianto, R. A., & Sari, P. N. (2021). Strategic Digitalization of UMKM Business as an Alternative to Survive the COVID-19. *Linguistics and Culture Review*, 5, 617–623. <https://doi.org/10.37028/lingcure.v5nS1.1446>
- Kapferer, J. N. (2012). *The New Strategic Brand Management i*.
- Keller, K. L., & Lehmann, D. R. (2006). Brands and branding: Research findings and future priorities. *Marketing Science*, 25(6), 740–759. <https://doi.org/10.1287/MKSC.1050.0153>
- Keller, K., & Swaminathan, V. (2019). *Building, Measuring, and Managing Brand Equity Strategic Brand Management*.
- Kementrian Koordinator Bidang Perekonomian. (2022). *Perkembangan UMKM sebagai Critical Engine Perekonomian Nasional Terus Mendapatkan Dukungan Pemerintah*. <https://www.ekon.go.id/publikasi/detail/4593/perkembangan-umkm-sebagai-critical-engine-perekonomian-nasional-terus-mendapatkan-dukkungan-pemerintah>
- Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Marketing 4.0 Moving from Traditional to Digital*. Hoboken, New Jersey : Wiley.

- Kotler, P., & Keller, K. L. (2015). *Marketing management* (Vol. 15).
- Kurdi Moh., & Imam Darul Firmansyah. (2020). Strategi Peningkatan Daya Saing UMKM Di Kabupaten Sumenep. *Jurnal Sains Sosio Humaniora*, 4(2).
- Landa, Robin. (2006). *Designing brand experiences*. Thomson Delmar Learning.
- Lestari, A., & Siswantini, S. (2019). Social Media Branding Strategy in StartUp Business. *Journal of Secretary and Business Administration*, 3(1), 1. <https://doi.org/10.31104/jsab.v3i1.72>
- Lily Wordsmith. (2021, October). *The History of and Story Behind the Hot Wheels Logo*. <https://moneyinc.com/hot-wheels-logo/>
- Nelson, A., & Caroline, W. (2023). *Penerapan Strategi Promosi Atau Membangun Brand Image Pada Media Digital/Online Di Caffein* (Vol. 2, Issue 1).
- Odoom, R., Narteh, B., & Boateng, R. (2017). Branding in small- and medium-sized enterprises (SMEs): Current issues and research avenues. In *Qualitative Market Research* (Vol. 20, Issue 1, pp. 68–89). Emerald Group Publishing Ltd. <https://doi.org/10.1108/QMR-12-2015-0091>
- Oktaviani, F., Sariwati, Y., Rahmawati, D., Gusfiani, A. N., & Ramdani, D. N. (2018). Penguatan Produk UMKM “Calief” Melalui Strategi Branding Komunikasi. *Jurnal Pengabdian Kepada Masyarakat*, 1(2). <http://ejournal.bsi.ac.id/ejurnal/index.php/abdimas>
- Purwaningsih, E., Suhaeri, S., & Ariyanti, E. R. N. (2020). Branding Produk UMKM Kampung Wisata Bisnis Tegal Waru melalui Reputasi Merek dan Basis Informasi Teknologi. *Abdimas: Jurnal Pengabdian Masyarakat Universitas Merdeka Malang*, 5(1). <https://doi.org/10.26905/abdimas.v5i1.3392>
- Rihardi Ramadhan, A., Nurbani, S., & Wiba Pamela, A. (2022). *Perancangan Strategi Branding Umkm Martabak Mesir H.Wan Kota Padang Branding Strategy Design Of Martabak Mesir H.Wan In Padang City*.
- Setiawati, S. D., Retnasari, M., & Fitriawati, D. (2019). Strategi membangun branding bagi pelaku Usaha Mikro Kecil Menengah. *Jurnal Pengabdian Kepada Masyarakat*, 2(Februari), 125–136. <http://ejournal.bsi.ac.id/ejurnal/index.php/abdimas>
- Sumiati, & Hotman Panjaitan. (2022). *International Journal Of Community Service Assistance In Brand Design And Product Packaging Of Msmes In Segunung Hamlet, Carang Wulung Village, Wonosalam District*. <https://ijcsnet.id>
- Undang-Undang Republik Indonesia No. 20 Tahun 2008, (2008).
- Wheeler, A. (2012). *Designing Brand Identity* (4th ed.). John Wiley and Sons.
- Wibisono, N., Setiawati, L., Magdalena Lasambouw, C., Susilawati Hutapea, R., Pakpahan, R., Suwondo, S., Administrasi Niaga, J., Negeri Bandung, P., & Akuntansi, J. (2022). Perancangan Desain Kemasan Inovatif dan Berdaya

Saing Untuk Produk Tape Ketan “Rasa Manis” Sebagai Media Promosi.
Jurnal Bisnis & Kewirausahaan, 18(1). <http://ojs.pnb.ac.id/index.php/GBK>

